

How the Medical Home Concept is different from the PCP managed care program?

The Medical Home Concept describes an ongoing patient-physician relationship and engages multiple programs/agencies to enhance health delivery outcomes. The system is driven by a centralized plan of care that addresses culturally-competent, comprehensive and continuous care over a life span.

- Engages the client to gain knowledge and skills so they can assume personal responsibility for their health care needs in all aspects of daily living.
- Emphasizes prevention while addressing acute and chronic issues.
- Maximizes use of the social capital within the community to address related needs.
- Enriches the capacity of programs, avoids duplication of efforts and reduces the overall cost of service delivery for multiple programs.

Why do you want it?

- Promotes information sharing that can better address early diagnosis and intervention.
- Centralizes historical information about the client for future treatment options.
- Promotes knowledge about and consequences of personal life style choices.
- Researched based models show improvement in the delivery system and reduces overall costs to the client as well as funding sources.
- Holds all providers accountable based on the centralized plan of care focused on specific person centered goals.

Infrastructure to deliver the message.

Group agreed that the message must be consistent from all avenues about what a medical home is and the benefits to both provider and consumer.

Funding sources:

- Insert message in claims letters to consumers and providers
- Promote Medical Home via company's direct ads.
- Insert message in Medicaid program mailing.

Providers:

- Market to Office Managers
- Use hospital rounds and Ks. Train for CEU's related to Medical Home
- Customize provider self assessment (some surveys already exist) that fits Kansas demographics (data) to raise the awareness of how providers compare to their peers in supporting the Medical Home Concept.
- Base future marketing efforts around the survey outcomes.
- Provide educational material "free or at low cost" to providers.
 1. CDs that can be played in waiting areas
 2. Provide Flyers for placement in waiting areas.
 3. Take home "treats" post office visit that promote Medical Home.

Consumers:

- Insert information how to obtain a primary care provider in Medicaid, Insurance Claims mailings
- Collaborate with disease specific support groups to promote medical homes.
- Conduct a drawing contest to design a coloring book about medical home
Hand the coloring book out in provider offices, pharmacies, State Fair, Child Find, grandparent groups and other family support groups.
- Market why maintaining personal health history is a benefit.
 1. Use examples such as recent disaster history, access to medical records after office hours and when on vacations, away at college etc.

What programs already exist that educates about or includes in their business model healthy life style choices and access to health care that can market the medical home concept?

Medical, Nursing, Social Work Professional Schools and Organizations, Health Departments
Pharmacies, Dental offices, Mental Health offices, Employers, Day Care settings, Early Head Start and Head Start, Education, United Way

Parent Support Groups

Families Together Inc., Keys for Networking, Kansas Parent Information and Referral Center (KPIRC), Community Developmental Disability Organizations (CDDO)
PTO, Parent to Parent, Mother to Mother, Home Visitors

Adult Support Groups

CDDO, Independent Living Centers, Area on Aging Vendors, Adult Living Centers
Half way/ Transition homes, Rescue Missions

Technical supports

Kansas Train: professional training sites on medical home for CEU's
Kan ED website connections
Public Libraries

Faces of Champions of the Medical Home talking about "Why I Have A Medical Home."

National Public Radio (Lawrence station)

Legislators

Educators

Governor office

Sports Figures

Leaders in the Community (including the disability advocates)

Faith Based Leaders

Doctors

School age children